

Terms of Reference
(For an Individual Consultant)

DRAFT

For
Formulating Strategic Master Plan for Development of Joyeeta Foundation
(Reference No.: PS 8.1)

1. Background

The Government of Bangladesh has established the Joyeeta Foundation (JF) under the Ministry of Women and Children Affairs for promoting and supporting women in their business initiatives. Joyeeta Foundation is created as non-profit organization under the societies registration act 1860 and incorporated under Company`s Act 1914 with RJSC.

JF is assigned to develop and nurture dedicated market-places countrywide, exclusively for women to showcase their products and services and market them. Foundation is assigned to create a unique brand value under which all types of business women will be nourished countrywide. It has also the responsibility to create a congenial environment, where the women can run their business hassle-free.

It is to render all possible facilitation support, so that women can be developed as successful business entrepreneurs. JF is to develop and manage supply chains of products and services from production to marketing and employing women in different phases of the chain by enhancing the capabilities and competencies of women.

Above all, JF serves as a strong proponent of attaching preferential treatment towards women in the business front, so that backwardness of women in business can be reduced for the ends of equity.

Now Joyeeta Foundation has been implementing a project title “Capacity Development of the Joyeeta Foundation (JF). It’s target is to develop institutional capacity, human resources capacity, infrastructure capacity, capacity in business initiative, women entrepreneur development capacity, change and reform management capacity and project implementation capacity.

2. Main objectives of the project:

- (a) To make Joyeeta Foundation a capable and self-sustainable in terms of Institutional, technical and financial aspect so that the individual woman /Women associations can operate multipurpose business initiatives successfully and effectively;
- (b) Building capacity of more than 28,000 in Women Entrepreneur Associations (WEAs)/individual Entrepreneur (IWEs) periodically to make various business initiatives;

Within the overall purview of the objectives, all policies, Regulations, Standard Operations Procedure (SOP), formulation of Planning and Strategy, Branding value/image development, Self-reliance working strategy, Marketing Network

countrywide, Value chain and Partnership approaches/mechanism, fair trade strategy formulation will be developed under this project through appointment of Consultant/Experts.

Hence initiative is taken for an appointment of an individual consultant to formulate Strategic Master Plan for development of Joyeeta Foundation with the following objectives:

3. Objective of the Assignment:

Joyeeta Foundation, under the project “ Capacity Building of Joyeeta Foundation “ seeks to engage a consultant to undertake the responsibility to develop a strategic master plan for Joyeeta Foundation for the year 2021-2041. The master plan will be formulated based on a comprehensive analysis of the future demand of the JF, considering the scenario of the present structure and activities as well as focus on the mandates of the JF as mentioned in the Vision Mission and Goals of the JF. The assignment will be conducted through emphasizing on the following objectives:

- Building capacity of Joyeeta Foundation, as a specialized institution mandated for empowering women economically.
- Enhancing business conducive institutional capacity of grass root level women associations working under the umbrella of Joyeeta Foundation.
- Building infrastructural facility (Marketing network) along with women business friendly congenial atmosphere and ensuring other enabling support services.
- Developing skills and competencies of women necessitate engagement in diverse business initiatives.

4. Scope of Work:

Formulating Strategic Master Plan for development of Joyeeta Foundation.

5. Deliverables:

(a) Inception Report: The Inception Report must incorporate tentative design of the action plan and Methodology/approach to be adopted in the assignment, (b) summarize initial findings, and (c) highlight problems encountered or anticipated, and recommend solutions to them. The report should be submitted within **1 month** after the commencement of the services, in the form of electronic document and ten hard copies.

(b) First Draft Report: First Draft report with primary strategic master plan to be submitted within **3 months** after the Commencement of the services, in the form of electronic document hard copies. A multimedia presentation on the Draft Strategic Master Plan is essential.

(c) Second Draft Report: Second Draft Report should be submitted after addressing all the relevant issues as well as necessary recommendations from the report evaluation committee of the project. This report will be a draft document for Strategic Master Plan

of JF. To be submitted within **4 months** after the commencement of the services, in the form of soft and hard copy.

(d) Final Report: This final report should be submitted after addressing all the issues with concerned stake holders as well as recommendations from JF. This report will be a complete document for Strategic Master Plan of JF summarizing all the previous information provided in different reports for short, medium, and long-term priority. To be submitted within **6 months** after the commencement of the services, in the form of electronic document and hard copy.

6. Qualification and Experiences of the Consultant:

Must have 2nd class Master's degree with at least 2nd class honors in any discipline from any recognize university, social science is preferred. Have at least 10 years of proven research background and writing research report independently. Must have at least 7 years' experience in preparing plans for any organization.

7. Duration of the assignment:

The duration of the assignment is **6 Months** from the date of signing the contract. The consultant may engage any other persons/support staff as per his requirement in preparing the strategic master plan. The Consultant will prepare the following reports and documents in both language

8. Client's/ Consultant's Inputs/ Facilities:

8.1 Facilities to be provided by the Client:

The Client will provide all available information, materials and documents. One or more counterpart personnel of the Client office will be engaged to get the said support and consultation if needed.

8.2 Facilities to be arranged by the Consultant:

The Consultant shall entirely be responsible for all such facilities as arranging office, accommodation of his support staff, vehicles, equipment, computers, support/secretarial services and other logistics required for providing the services specified in the TOR.